

PATENT
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : LODGE ET AL.
SERIAL NO. : 10/078,024
FILED : FEBRUARY 15, 2002
TITLE : DECORATION METHOD USING THERMOCHROMIC INK
EXAMINER : CROCKFORD
GROUP ART UNIT : 1762

DECLARATION UNDER C.F.R. 1.132

Honorable Commissioner for Patents
and Trademarks
Washington, D.C. 20231

Received
4/18/03
JM

I, SHINEL BHAGI, a British subject of 33 Englested Close, Birmingham, B20 1BJ, United Kingdom, declare:-

1. I am the Managing Director of Neil Brothers Limited of 91 Soho Hill, Hockley, Birmingham B19 1AY, United Kingdom. I have held this position since the company was formed in 1990. The company specialises in the manufacture and sale of a wide range of colour change products. Since its formation the company has won orders from all over the world and has supplied product to multi-national companies such as Kellogg's, Coca Cola and Shell. We sell a very wide range of merchandise and I am familiar with what is possible, and what is not possible, within the colour change industry.
2. I first saw James Lodge's invention demonstrated back in 1997. I was extremely impressed by what I saw. The effect produced on a WOWMUG, and the smooth and uniform quality of the finish, were unlike anything I had seen before. I realised at once,

as did James Lodge, that this was a major advance in the use of colour change technology and that there would be potential for very large sales in the promotional market.

3. This has subsequently proved to be correct. In the United States, where this type of mug is known as a MYSTIQUE MUG, there have been sales of around US\$1,000,000 per year for the three consecutive years 1999, 2000 and 2001. This compares with sales of around US\$100,000 per year over the same period for so-called MAGIC MUGS which are the previous generation of colour change mugs. This tenfold increase in sales is all the more remarkable because there has been no major advertising campaign for the MYSTIQUE product.
4. The MYSTIQUE MUG product has attracted a great deal of attention at all the US Trade Shows where it has been exhibited. One of the largest of these, if not the largest, is The Promotional Products Association International Show. I attended this show in 1998 in Dallas, Texas and exhibited both MYSTIQUE and MAGIC mugs. Visitors to our stand were extremely impressed by mugs made according to the present invention. The general view was that it was very much more effective than the MAGIC-type mug and represented a huge improvement. Interestingly, not one visitor claimed to have seen anything like it before.
5. In summary, visitors to that show in the USA back in 1998 considered that mugs made according to this invention represented a real and genuine improvement and were a product that their customers in the promotions industry really wanted; ie something new and something different.
6. The WOWMUG, as this product is called in the UK and Europe, has been a corresponding commercial success. For example, I attended the Present Service

Institut Show in Dusseldorf in 1998. This is the main show for the promotions industry in Europe. Once again, I exhibited both types of mug and people were amazed at the improvement.

7. The WOWMUG went on to win a major UK promotional award in 1998, in The Most Inventive Scheme, run by one of the UK's promotional magazines.
8. For all of these reasons I believe that US Application Serial No 10/078,024 should be granted because it represents technology which is both new and inventive over what was known before.

The undersigned, declares further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date:

MARCH 13th, 2003

Signed:

Shaul Bhayji